



HOME SHOPPING NETWORK, INC.

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JUN 29 1993

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

June 29, 1993

93-8

MM Docket No. ~~93-8~~
Written Ex Parte Presentation

John C. Hollar, Esquire
Senior Legal Advisor
Commissioner Ervin S. Duggan
Federal Communications Commission
1919 M Street, N.W., Room 832
Washington, D.C. 20554

Dear John:

As a follow-up to our meeting last week in which we discussed the nature of the HSN network programming aired by our television affiliates, I am enclosing a brief synopsis of the Home Shopping Club programming which, I believe, more accurately sets forth the nature of the network programming. As you can see, it is not fair to characterize the HSC programming as entirely commercial when, in fact, it has many diverse elements.

I appreciate your taking the opportunity to meet with us and I hope that the attachment will be of some assistance.

Sincerely yours,

Alan Gerson
Executive Vice President
Home Shopping Network

Attachment

cc (w): Secretary's Office (2 copies)

P.O. Box 9090
Clearwater, FL 34618-9090
(813) 572-8585

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HOME SHOPPING NETWORK, INC.

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FEDERAL COMMUNICATIONS COMMISSION
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June 29, 1993

**Byron Marchant, Esquire
Senior Advisor to Commissioner Andrew C. Barrett
Federal Communications Commission
1919 M Street, N.W., Room 844
Washington, D.C. 20554**

Dear Byron:

As a follow-up to our meeting last week in which we discussed the nature of the HSN network programming aired by our television affiliates, I am enclosing a brief synopsis of the Home Shopping Club programming which, I believe, more accurately sets forth the nature of the network programming. As you can see, it is not fair to characterize the HSC programming as entirely commercial when, in fact, it has many diverse elements.

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**Alan Gerson
Executive Vice President
Home Shopping Network, Inc.**

Attachment



HOME SHOPPING NETWORK, INC.

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

June 29, 1993

**Maureen O'Connell
Legal Advisor
Chairman James H. Quello
Federal Communications Commission
1919 M Street, N.W., Room 814
Washington, D.C. 20554**

Dear Maureen:

As a follow-up to our meeting last week in which we discussed the nature of the HSN network programming aired by our television affiliates, I am enclosing a brief synopsis of the Home Shopping Club programming which, I believe, more accurately sets forth the nature of the network programming. As you can see, it is not fair to characterize the HSC programming as entirely commercial when, in fact, it has many diverse elements.

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**Alan Gerson
Executive Vice President
Home Shopping Network**

Attachment

HOME SHOPPING CLUB PROGRAMMING

Home Shopping Network, Inc. ("HSN"), the parent company of the Home Shopping Club Television Network ("HSC Programming"), is principally engaged in the retail sales business. HSN is in business to acquire reliable and quality products and offer them for sale to the public at competitive prices. Through our concentration on televised retailing, we provide our viewers particular convenience by offering the ability to shop from home. This is of special service to those members of our society who do not drive, or are elderly or infirm, or who are otherwise unable to get out to stores or malls easily or conveniently. For example, HSN provides a special "T.D.D." line to allow the hearing impaired to more easily order merchandise. In addition, we provide a "Braille" version of our members magazine, "The Bargaineer", for our blind viewers.

HSC programming is clearly designed to promote the sale of the products and services we offer. However it is inaccurate to call HSC "100% commercial" and ignore the inherent entertainment, information, educational and service elements of this programming.

HSC programming is neither violent nor prurient. HSC contains no strong language. HSC presents a unique live, interactive blend of information, entertainment, audience participation and commercial elements which are popular, wholesome and of value and importance to millions of viewers. Advertisements for #900 telephone "party" lines, psychics, gambling information and other products and services are never presented on HSC.

The HSC programming service presents individual programs of one, two or three hours duration. These programs are segmented and often concentrate on a single product category such as fashions, jewelry, sports memorabilia, electronics, collectible dolls or music, among others. Each program is hosted by an HSN personality and may present five or six different products for sale during a typical hour. However, the availability of the products and the opportunity to purchase is not the entire appeal or content of this programming. HSC is a totally live and interactive audience participation program format. Each hour there are multiple opportunities for audience members to call into the program and speak "live" and "on-the-air" with our showhosts and celebrity guests. Virtually every day we present celebrities and product experts to help describe and promote the products we present. The opportunity to speak live to a Vanna White, Suzanne Somers or a Mickey Mantle is another strong program appeal. HSC is the only live 24 hour fully interactive broadcast delivered programming service available to the public today.

In addition to their "celebrity", the well known personalities who appear on HSC are also experts on the products they present. A basic component of HSC programming is providing extensive, accurate and important general and specific consumer information and education to our viewers. Because we offer a 100% satisfaction -- money back guarantee on all products we sell, it is important that our products represent exceptional value and that our customers are educated and discerning consumers. In the course of selling a product we explain its features, advantages, benefits and uses. When selling computers, for example, we present a wide range of consumer information about the differences between

386 and 486 chips: computer "clock speed" ratings and their meaning: compatibility with

06/28/93

15:01

813 572 8854

MARIE BAYLARIAN

010/011

Who Created The Toot? A Club Member Herself!



Dee Cetera, a long-standing Club member, originated a popular on-air tradition - TOOT! TOOT!

Dee Cetera, a resident of Tampa Bay, Florida, says she can hardly believe it was her horn that started one of Home Shopping Club's most widely recognized trademarks - the TOOT!

Dee, who is confined to a wheelchair, was a shop-at-home customer 16 years ago when Home Shopping Club was in its infancy - even before the Club got its name. At that time, Dee enjoyed the convenience of a shopping service offered by a Tampa Bay radio station that evolved into Home Shopping Club.

The Toot Salute Is Born

Lowell "Bud" Paxson, now President of Home Shopping Network, owned the Tampa Bay radio station, WWQT, that broadcast the original Suncoast Bargaineers - the predecessor to Home Shopping Club.

In those early days, "Uncle Bud" would pitch items over the radio airwaves. Dee, being a faithful listener - and customer - would often call in to speak to Uncle Bud.

"I'd be on a roll selling, and Dee would be trying to get a word in edgewise," Bud recalls. "She would use the horn attached to her wheelchair just to shut me up," he explains.

One day, Bud went to work with a horn of his own. He says he waited for Dee to call in - and sure enough she gave him a toot. "I tooted her right back," he says. "We all got a big kick out of it." From that point on, the "toot" became a trademark.

The Toot Goes National

Dee says Bob Circosta was the first Show Host to use the toot tribute on the air during the Club's televised shows. Other Show Hosts began using the audible greeting shortly thereafter.

"Now, whenever I'm watching the show and I hear the toot, I mentally look back," Dee says. "I have wonderful, wonderful memories from the Club. I knew it would grow, but I didn't think it would get this big. It's just grown and grown."

"Shopping from home is great," Dee sums up, "especially being handicapped," adding that Home Shopping Club is "my everything."

Roses Make The Perfect Year-round Gift

No matter what the season - or reason - roses are the ultimate choice when you want to express your feelings for that special someone.

This spring, you have two wonderful occasions to share your love and special thoughts with the gift of roses: Easter and Mother's Day. Club members can order beautiful long-stemmed red roses and have them sent to anyone, anywhere, in the continental United States - for an unbelievably low price!

You can order a dozen fresh red roses with long stems, which are carefully wrapped and packaged, for only \$19.95 (plus shipping and handling). Just compare that to the price of a dozen roses charged by other national florists: one Club member reports being quoted a price

Bargain!

\$6 OFF

ANY PURCHASE OF \$30 OR MORE - NOON-6 PM

Valid 3/14/90

Coupon Code Number: 501304

Coupon Instructions Page 36

Keep Warm & Save!

\$7.50 OFF

ANY SWEATER PURCHASE - 9 AM - 4 PM

Valid 3/15/90

Coupon Code Number: 501305

Coupon Instructions Page 36



Compare and save: Home Shopping Club roses only \$19.95 (plus shipping and handling) a dozen - Black Tie Roses over \$70.00 a dozen!

of \$58.30 for a similar package, and another member purchased a dozen long-stemmed roses from "Black Tie" Roses™, another "800" number nationally known florist, for a whopping \$75.49! (Shipping and handling charges were included in these "package" prices).

You can see why this offer by Neighborly Farms™, in association with Home Shopping Club, is so special.

You can place your order for a dozen of these long-stemmed beauties by calling, toll-free:

1-800-365-5825

Payment for the roses is by VISA and MasterCard only. When placing your order, be certain to ask for Neighborly Farms' "Deluxe Catalog," which contains many more wonderful gift ideas.



APRIL 9, 1993

DEAR CLUB MEMBER:

WE ARE PLEASED TO ENCLOSE YOUR BRAILLE FORMAT COUPON LIST FROM THE NEW MAY/JUNE 1993 BARGAINEER MAGAZINE.

WE HOPE YOU'LL TUNE IN TO HSC FOR HUNDREDS OF UNIQUE ITEMS. TO HELP YOU OUT, WE'VE ENCLOSED 9 COUPONS - OVER \$50.00 WORTH OF DISCOUNTS IN ALL - THAT YOU CAN REDEEM DURING MAY AND JUNE. WITH ALL OF THE COUPONS, SPECIALS, CONTESTS, AND BARGAINS YOU'LL FIND AT THE CLUB, WE HOPE YOU'LL MAKE US YOUR ONE-STOP SHOPPING SOURCE.

REMEMBER, BARGAINEER COUPON LISTS IN THE BRAILLE FORMAT WILL BE FORWARDED TO YOU AUTOMATICALLY AS LONG AS YOU REMAIN AN ACTIVE CLUB MEMBER.

ONE LAST THING - WE ARE ALWAYS LOOKING FOR NEW WAYS TO IMPROVE OUR SERVICE TO YOU. IF WE CAN DO ANYTHING TO SERVE YOU BETTER OR IMPROVE OUR BRAILLE SERVICE, PLEASE GIVE US A CALL AT 1-800-284-3900 WITH YOUR SUGGESTIONS.

THANK YOU FOR YOUR CONTINUED MEMBERSHIP WITH US.

SINCERELY,

**ANDREW LEWIS, DIRECTOR
CUSTOMER SERVICE OPERATIONS**

AL:pjp



BRAILLE COUPONS FOR MAY AND JUNE ISSUE

<u>DATE(S)</u>	<u>COUPON #</u>	<u>OFFER</u>
05/05/93	605938	\$3.00 OFF ANYTHING FULL MOON MADNESS
05/07/93- 05/09/93	605939	\$10.00 OFF \$50.00 MOTHER'S DAY WEEKEND
05/18/93- 05/24/93	605940	\$7.00 OFF \$40.00 AMERICAN HOME WEEK
05/27/93	605941	\$2.00 OFF ANYTHING SPRING INTO SAVINGS
05/31/93- 06/04/93	605942	\$6.00 OFF \$30.00 MEMORIAL WEEK
06/07/93	605943	\$2.00 OFF ANYTHING SPRING FLING
06/18/93- 06/20/93	605944	\$10.00 OFF \$50.00 FATHER'S DAY WEEKEND
06/22/93	605945	\$3.00 OFF ANYTHING SIZZLINGS SAVINGS
06/30/93	605946	\$10.00 OFF \$50.00 SUMMER DAZE

COUPON CONDITIONS: COUPONS ARE VALID ONLY ON HSC TOWARDS THE CLUB PRICE (EXCLUDING SHIPPING AND HANDLING AND ANY SALES TAX) OF ONE MERCHANDISE ITEM PER PURCHASE, MAY BE REDEEMED ONLY ONCE PER HOUSEHOLD, AND ARE NOT REFUNDABLE. COUPONS MAY NOT BE COMBINED WITH ANY OTHER COUPONS AND MAY NOT BE REDEEMED DURING A BARGATHON OR OTHER LIQUIDATION SALE. OFFERS EXPIRE AT MIDNIGHT ON THE EXPIRATION DATE, UNLESS OTHERWISE STATED, AND ARE VALID ONLY FOR THE DATES LISTED. FOR MAIL-ORDER, DOT COUPONS ARE NOT APPLICABLE; OTHER RESTRICTIONS MAY APPLY. COUPONS NOT VALID TOWARDS ITEMS ORDERED THROUGH TOLL-FREE REORDER LINE.

FOR CUSTOMER SERVICE, PLEASE CALL 1-800-284-3900

HSN Sponsors Unique Program For School Children

Home Shopping Network recently launched an exciting new network, but viewers won't be able to tune it in on cable or broadcast television. The new HSN airs exclusively on TVs in Enterprise Village, a unique economic mini-mall operated by Florida's Pinellas County School System. While similar concepts exist elsewhere, the model business/economics education program/facility is the only one of its kind in the country.

HSN contributed financial support, various products and materials and assigned some of its own employees to assist in village operations. Educators say the mock occupations assumed by students at Enterprise Village promote understanding of the free enterprise system by allowing youngsters hands-on business experience.

Approximately 7,000 pupils are expected to visit the village in the first year. Their day at the village is the culmination of a six-week curriculum emphasizing economic education and the free enterprise system. The program gives children the opportunity to earn "Village" money, maintain a checking account and personal budget, making their own decisions along the way.

In the working HSN model at Enterprise Village, students actually operate a TV shopping service and become home shopping consumers as well, purchasing such items as jewelry, T-shirts and knick-knacks, all donated by HSN. Home Shopping engineers and telecommunications experts constructed a specially designed mini-HSN at the village, complete with a small set, two fixed cameras, TV screens and telephones. The mini-HSN takes youngsters through such practices as ordering, acting as show hosts, bookkeeping, pricing and distributing products.

Along with HSN, 19 storefront businesses in a mini-mall setting will give children experience in banking, communications, buying, selling,

publishing, broadcasting, manufacturing and much more. There's even a city government, which operates from the village's city hall. The 18,000-square-foot complex is designed to have a feeling of a Main Street with shops on both sides.



Children at Enterprise Village play show host and model.

Lowell W. "Bud" Paxson, president of HSN, has encouraged Home Shopping's participation in Enterprise Village since its inception. "Home Shopping is proud to be a founding partner in Enterprise Village. The children who spend time there will learn valuable lessons about the free enterprise system and they'll have a lot of fun. You can't beat that combination for the encouragement of budding entrepreneurs," Paxson said.

Home Shopping employs more than 3,500 people in Pinellas County. "Enterprise Village offers the opportunity to provide a positive learning experience for many of our employees' children, as well as our future employees," Mr. Paxson added.

Meet Erin H. Morrissey

Hometown: South Natick, Massachusetts

Pets: Yorkshire Terrier, "Sparkles"

Favorite Movie: "All About Eve"

Favorite Food: Candy bars

Favorite Quote or Saying: "Never Say Never!"

The thing I like best about being an HSC show host: Going to the phone and speaking with Club members.

The funniest thing that has happened to me on the air: Coming back from a commercial break and getting caught with a mouthful of M&M candies. Yes, it was very embarrassing!



Dear Friends of Missing Children:

An exciting, urgent and image-building public service campaign is about to be launched. It's nationwide in scope and involves local law enforcement agencies, governmental organizations

distributes vital data and photographs of missing children to all proper authorities in the 50 states. A publication containing these photographs and critical information is mailed semi-annually and nationwide to most law enforcement agencies, truck stops, schools, hospitals and many other concerned groups.

TV Exposure Brings Them Home

Past attempts to find the thousands of missing children in America and reunite them with their families have proven to be most successful when each child's photograph is shown on TV.

That's why the new **Bring Them Home America** campaign is designed for your vital participation...and is offered **ABSOLUTELY FREE!**

As we pointed out, **Bring Them Home America** is a campaign that will gain national press coverage. And, remember...**ALL** donations go directly to the **Missing Children...Help Center**. From past experience, TV exposure acts like a magnet, drawing a concerned audience of viewers who give the program their undivided attention and support. In fact, trade publications have willingly donated print space in response to the high level of interest expressed within the industry.

Long Shelf Life

The timing for the latest nationwide **Bring Them Home America** campaign couldn't be better. The project launches in June on the heels of National Child Safety Month in May, and will incorporate a wealth of vital safety tips for children and parents. For maximum exposure and benefit, systems should run this **FREE** programming as often as the individual schedule allows. HSC will provide free updated material leading up to the 2nd annual Christmas broadcast.


The success of this critical—and gratifying—program will depend a lot on the amount of active participation it receives from civic-minded organizations such as yours. That means a lot of **TEAMWORK** from everyone involved. So, call your local cable company today. Tell them your organization is ready to give this program full support to ensure it accomplishes its mission...reuniting families across the nation!

Thank you so much on behalf of the many anxious parents of America's missing children. Your action could be just the critical element in fulfilling a worried family's biggest hope.

Sincerely,



Roy M. Speer
Chairman of the Board and CEO
Home Shopping Network



Ivana DiNova, Director
Missing Children...Help Center
National Missing Children Division
National Child Safety Council



P.S.: If you have any questions about the **Bring Them Home America** campaign, please call Cynthia Spano at (813) 572-8585, ext. 7326.

FROM THE PRI



Photo: Lee Snyder

Dear Club M
Thanksgiving,
Remember, your star efforts to appreciate to think that we value our fr

We are the G
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Please note a
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From our fan
We look forward

Sincerely,

James M. Lora
President, ELO

PREVIEW

Petty's Turn 2
Holiday Elegance... 6
White Xmas 8

06/28/93

15:06

813 572 8744

HOME SHOPPING

003

HAVE YOU SEEN THESE KIDN

with Missing Child Center; 410 White Bluff Road, Suite 101,

Tampa, Florida 33619. (See special information, page 4.)

06/28/93 15:07

813 572 8744

HOME SHOPPING

004

	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
12-2pm	SHOPPING SPREE	SHOPPING SPREE	SHOPPING SPREE	SHOPPING SPREE	FASHION MADNESS	SHOPPING SPREE	SHOPPING SPREE
2-4pm	SHOPPING SPREE	SHOPPING SPREE	SHOPPING SPREE	SHOPPING SPREE	FASHION MADNESS	SHOPPING SPREE	SHOPPING SPREE
4-6pm	JEWELRY CLEAR.	BARGAIN SHOP	WAREHOUSE CLEAR.	BARGAIN SHOP	ALL THAT GLITTERS	BARGAIN SHOP	BARGAIN RACK
6-8pm	CLOTHES A-THON	DOLLS DOLLS DOLLS	WAREHOUSE CLEAR.	DESIGNER ROW	BARGAIN BIN	DESIGNER ROW	GOLD N GEMS
8-10pm	CLOTHES A-THON	LAST CHANCE	WAREHOUSE CLEAR.	CLOTHES DISTRICT	OLD SIL. CRY. SPEC.	CLOTHES DISTRICT	AROUND THE HOME
10-12pm	CLOTHES A-THON	SAVINGS SEWCS.	WAREHOUSE CLEAR.	FASHION PARADE	DOLLS DOLLS DOLLS	FASHION PARADE	18K OVER SILVER
12-2pm	CLOTHES A-THON	BARGAIN RACK	WAREHOUSE CLEAR.	BARGAIN RACK	AROUND THE HOME	BARGAIN RACK	LAST CHANCE
2-4pm	CLOTHES A-THON	BARGAIN BIN	WAREHOUSE CLEAR.	FASHION MADNESS	JEWELRY CLEAR.	GOLD N GEMS	BEAT BARG. CLOCK
	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
12-2pm	SHOPPING SPREE	SHOPPING SPREE	SHOPPING SPREE	SHOPPING SPREE	FASHION MADNESS	SHOPPING SPREE	SHOPPING SPREE

-284-3400